



NYFEA “AG COMMUNICATION AWARD” presented by John Deere —

As we look at the future of agriculture, one of the most valuable programs that can be developed is a communication plan that helps current agricultural producers and the agribusiness population as they communicate with the consumers of agriculture’s products. Using a two-pronged approach, the Ag Communication Award program includes a component that makes sure the nation’s policy-makers understand the unique challenges facing agriculture. Along with the program sponsor (John Deere), NYFEA is developing America’s most comprehensive educational experience for the purpose of addressing the communication challenge.

- How does the Ag Communication Award program work? The program begins with individual participants registering at the NYFEA web-site. Registration must occur prior to November 1 of the year. The cost of participation is \$1500 per person for the complete package. Included in the price is meeting registration, hotel costs, meals, learning materials and training courses.
 - The schedule of activity begins with a person-to-person learning exercise held each December during the annual NYFEA Institute. It includes classroom discussions on issues and a lesson in drafting a communication plan.
 - This is followed by a series of distance learning programs that are electronically accessible for the students. These are conducted in January and February of the year. The distance learning materials are then combined with the communication plan that was developed in December. The result is a first-hand experience of agricultural communication with the nation’s policy – makers.
 - The schedule concludes each year with an onsite learning experience: The NYFEA Leadership and Advocacy program in Washington D.C. This program takes the voices of the next generation to the leaders of government. All participants are encouraged to attend Agriculture’s Promise in Washington, D.C.
- Training at the Institute and Agriculture’s Promise—Through these programs, participants will further develop and utilize skills gained and enhanced by the Ag Communication Award. It will enhance an agricultural advocate’s knowledge and abilities as an effective communicator.
- Presentation on Capitol Hill – The participants spend a day on Capitol Hill. They will present the issues to their Congressmen. They will advocate for the future of agriculture.
- What is the Purpose – Create a program to identify and educate future leaders in agriculture. They are to learn about issues, create consensus of thought on the issues and discover how to communicate effectively about the issues. These leaders will be prepared and postured to be advocates for the future of agriculture. (Advocates)
- How to Educate – Create a learning environment for the students to participate during the conference. The seminars are geared to educate students on how to develop a message for agriculture. The seminars will teach speakers how to identify an audience, create a cohesive/concise message, develop leave-behind material, and give an effective presentation. The students are to create a message as advocates for agriculture and develop a 2-3 page paper outlining key points supporting their message. This paper will consist of their primary objective and list 3-5 main points needed to accomplish the objective or to understand the issue. The oral presentation will be a presentation of the leave-behind material and the delivery of the message. The contestant will share a 5-8 minute presentation on their issue and why it is important.
- Recognition and Service – After the learning activities at the Institute, two participants will be recognized and engaged in a unique way at Agriculture’s Promise.

Agriculture’s Promise-The Washington Forum

The NYFEA Agriculture’s Promise Conference will be held in Washington, D.C. in the spring. This 3-day event utilizes workshops, seminars and motivational speakers that provide attendees an opportunity to develop and refine their leadership talent, networking skills and communication techniques. Presentations include information on technological advancements, economic trends and succession planning. The Washington experience gives NYFEA participants the opportunity to meet and listen to policy-makers so they can develop a series of critical issue statements. These statements will be available as Talking Points for participants to deliver to their specific Congressional offices. The Talking Points will address the issues and concerns for young, small and beginning producers.

The Institute- Annual Conference

The NYFEA National Institute is scheduled for December and will take place at various locations around the country. This 4-day event will feature networking opportunities for attendees. It will include learning seminars and a Young Ag Leaders Event. In addition, local culture, agriculture and agri-businesses will be showcased with off-site farm visits and tours.

Target Audience for Participation - **The target audience consists of ag students, 4H members, FFA members, Young Farmers and Young Agribusiness Professionals .**

How to Participate - **To engage in the program a person must register and attend the program held during the annual NYFEA convention (a.k.a. The Institute). The program is traditionally held on the Saturday of the convention. Registration forms are available at www.nyfea.org. In addition, the participants are encouraged to engage in the distance learning programs. Finally, the participants are invited to attend the spring activity in Washington, D.C.**

Award Winner

A panel of prominent judges from communication arena and a group of agricultural peers will select two national award winners and a runner-up based on the results of the Institute portion of the program. The winners will be selected to receive an expense paid trip to the Ag Promise program. The trip is awarded by John Deere as the presenter of the Ag Communication Award program.

Registration Information – See Agricultural Communication at www.nyfea.org or call 334-546-9951 for information.